Strategies for expanding shared use of ultra low emission vehicles in GB

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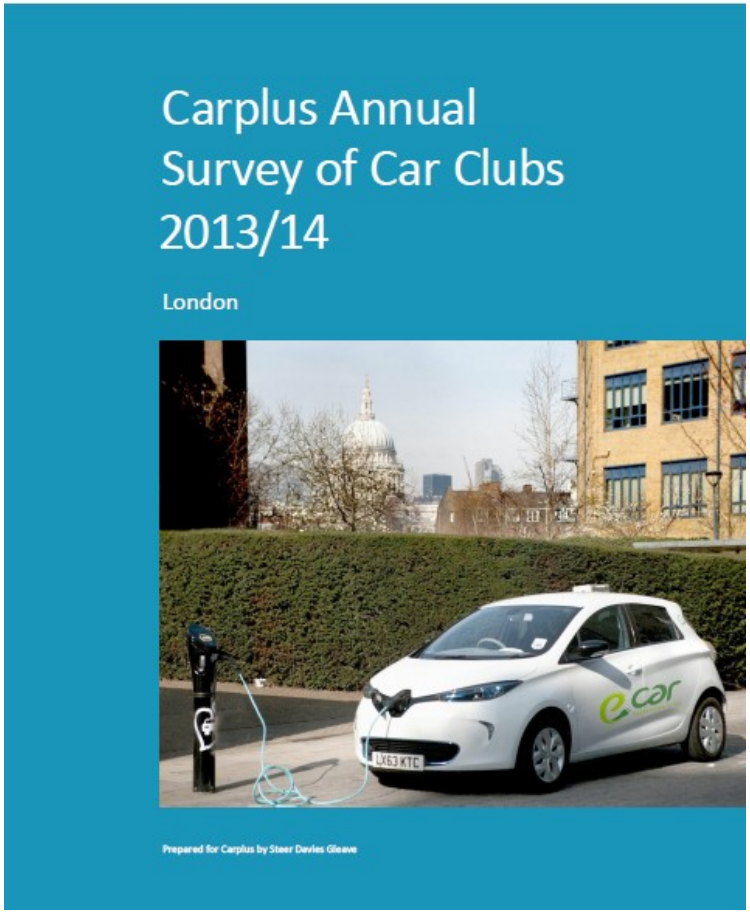
Introducing Car Clubs

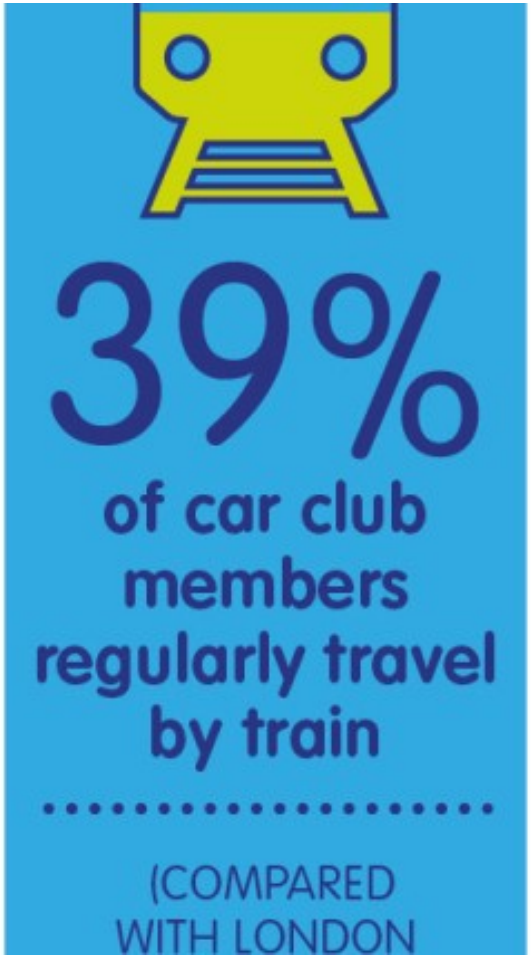
- **Car clubs:** a pool of cars available for round trip use (also car-sharing)
- **Members** have access to a network of **self-service** pay-as-you-drive vehicles
- **Hybrids and EVs –** growing fleet

Carplus role

- **Expand the sector** through promoting role of shared transport
- Promote standards through **accreditation** of car club operators
- Ensure **data collection** to demonstrate positive effect of sector

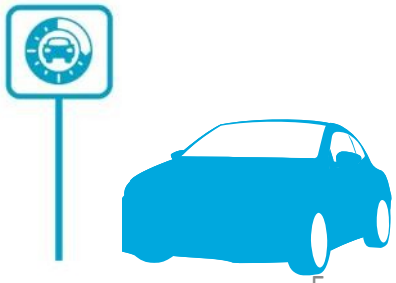


Car club users are multi-modal



Key messages

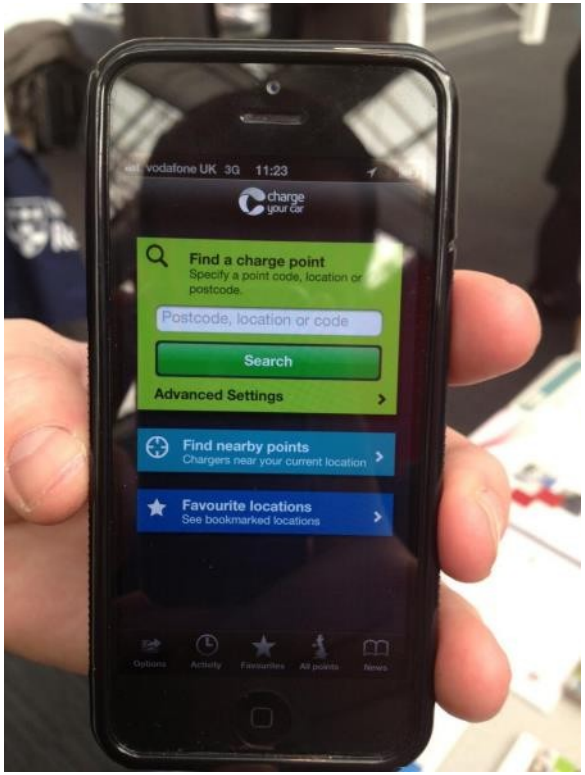
- **Inter-operability** with public transport
- Cost effective option for employers – **B2B 'corporate car-sharing'**
- Take **e-mobility to the mainstream** through shared use



More Shared Cars

- **180,000 GB members** – 80% in London – projected 900,000 by 2020
- **Car club operators** – Zipcar, City Car Club, Co-Wheels, E-Car Club
- **Point to point and one-way** (flexible) planned for London by Bollore and DriveNow

And More Shared EVs….



Shared EVs – growth is slow

- Market for shared EVs is slow to emerge – car clubs and e-fleets at early stage
- Car-sharing operators cannot charge extra for EVs
- Better vehicles now available
- Consumer's reluctance to purchase

Case studies: two regions

- Development of e-mobility in Scotland and London regions
- Support for shared e-mobility emerging – pioneered by a few operators
- Limited recognition of car clubs as effective way to popularise EVs
- Need to convince main government agency – Office of Low Emission Vehicles (OLEV)

London: prospects for shared e-mobility 1

- 1400 public recharging points (*Source London*) – many underused, some unreliable
- From 09/14 responsibility of Bollore (AutoLib)
- Current strategy is to upgrade and integrated all *Source London* recharging into a reliable scheme

London: prospects for shared e-mobility 2

- New opportunities for all types of car-sharing operator from:
  - ✓ new strategic London plan - *Car Lite*
  - ✓ Ultra Low Emission Zone from 2020
- Bluecar (Autolib/Bollore) plans point to point scheme from 2015

Scotland: funding support for shared EVs

- Part of a programme supporting car clubs from 2010
- 2014: funding support agreed for 40+ cars to expand car club fleet
- Target 2015 - fleet of 250 with 20% EVs; already 20% hybrids

Scotland: funding support for shared e-mobilty

- Increasing interest from employers
- Some converting pool cars to car-sharing fleet
- Aberdeen – part of growing off-street provision of EVs supported by SMEs and city council
- Dundee City Council has 30 EVs for business travel – some to form part of an expanded car-sharing operation

Our future shared EV strategy

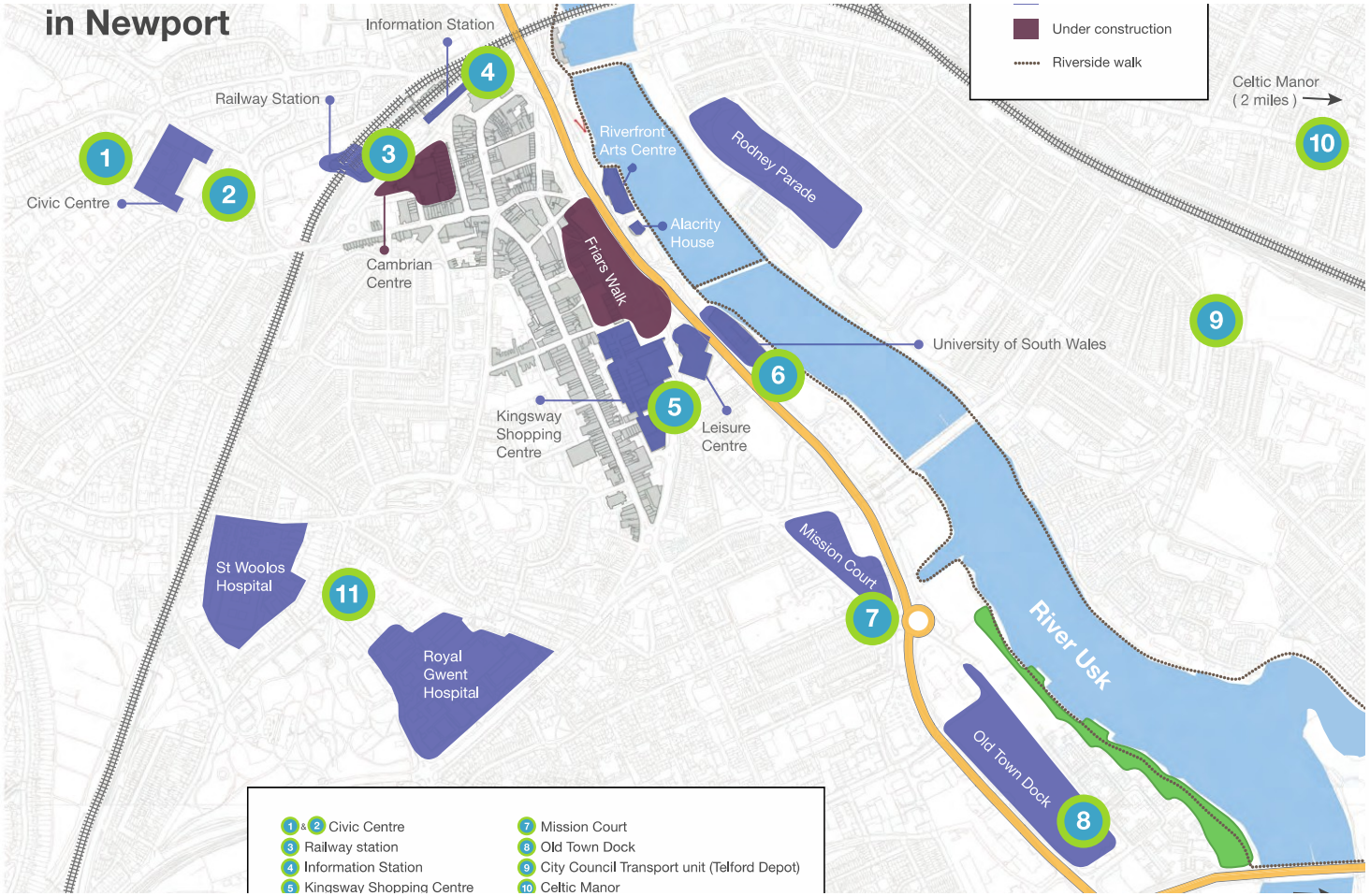
- Currently less than 4% of car-sharing fleet in GB - EVs and plug-in hybrids
- Carplus view - car-sharing is effective way to achieve high utilisation of EVs
- Needs employers with lots of short/medium trips to provide baseload

Carplus tools: analysis and audit

- Engage employers in potential for cost and carbon savings, efficiencies and community benefits
- Free audit of current business travel available including review of “grey fleet” costs
- Shows trip length, emissions, analysis by office/plant location
- Provides ideas for reducing parking costs and back office administration

Engaging employers: Newport

Convenient recharging: Newport plan



Carplus core strategy to promote shared EVs

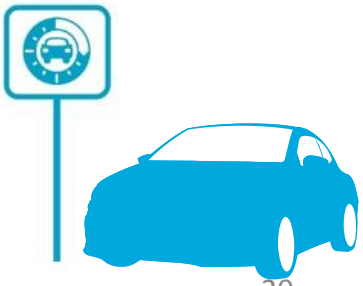
- Develop city strategies
- A multi-agency approach with employers
- Use data from audits and employer commitments plan the recharging hubs to meet market needs
- Needs access to space for parking

Recharging hubs

- Select suitable locations – provide bookable spaces for private and fleet users
- City centre: off-street parking, railway station
- Off-centre: business parks, clusters of business (e.g. motorway junctions); convention centre

Conclusion: mainstreaming shared E-mobility 1

- Where culture of car sharing is well established – shared EVs are easier to introduce
- Introduce shared EVs to employers, offer business travel audits, aggregate the market, provide early incentives, show savings



Carplus and e-mobility lessons

- Shared e-mobility - works within a clearly defined travel hierarchy
- Part of widening access to shared transport - use without the need to own
- Corporate car-sharing needs incentives and inductions to work well

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